



Press Release – 31 May, 2011

Worldwide promotion runs from June to November 2011

## **Explorer gives away 100 Garmin Dakota 20 GPS Devices**

- **Promotion to run simultaneously in all countries where the brand is sold**
- **To enter, just buy a ream of Explorer paper and go to the website**
- **Promotion designed to reinforce the brand's premium positioning**

The Portucel Soporcel group's Explorer paper brand is set to launch a promotion aimed at its consumers around the world, in which it will give away 100 Garmin Dakota 20 GPS devices, the latest must-have gadget for exploring the great outdoors.

To enter the competition, which will run from June to November 2011, all you need to do is to buy a ream of Explorer paper and then go to the website at [www.explorer-paper.com](http://www.explorer-paper.com) where you will be asked to enter the code printed on the back of the ream, as well as some other simple information, such as your email address and country of origin.

The Garmin Dakota 20 GPS is a new device perfect for adventure sports: compact and waterproof, with a 2.6'' colour touchscreen, easy to read even in direct sunlight. The device is equipped with a high sensitivity GPS receiver offering top performance even under dense tree cover. Designed for outdoor recreation and sports, such as hiking, geocaching, sailing and orienteering, it contains a worldwide topographical basemap, as well as road maps and navigational charts.

### **Explorer: a brand for discerning consumers**

With a concept associated with adventure sports and based on aspirational values, the positioning of the Explorer brand is unique, strengthening the bond between the consumer and the brand.



Even in the most complex applications, Explorer paper provides first-rate results, in both printing quality and performance, especially in documents with intensive colour use, making for more effective communication and a guaranteed impact on readers. Users can enjoy a multi-purpose paper product with excellent opacity, whiteness and smoothness, making it the right choice for top-level documents.

The Explorer range is available in different grammages - 80 g/m<sup>2</sup>, 90 g/m<sup>2</sup>, 100 g/m<sup>2</sup> and 110 g/m<sup>2</sup> -, permitting different printing solutions. The range also features a product - Explorer iCare - which combines 30% recycled fibres with high quality virgin fibres (*Eucalyptus globulus*). The printing industry is also catered for, with Explorer Premium Offset and Explorer Premium Preprint, available in a range of grammages and sizes, all meeting the highest quality standards.

[www.explorer-paper.com](http://www.explorer-paper.com)

### **About the Portucel Soporcel group**

The Portucel Soporcel Group is one of Portugal's strongest players on the international stage.

The new paper mill has had a significant impact on the Portuguese economy, positioning the Group as the leading European manufacturer of UWF printing and writing paper and the 6<sup>th</sup> largest producer in the world. This has placed Portugal at the top of the European ranking of countries manufacturing this type of paper. The Group is also Europe's leading manufacturer, and one of the largest producers in the world, of bleached eucalyptus kraft pulp (BEKP).

The Group currently boasts production capacity for 1.6 million tons of paper, 1.4 million tons of pulp (of which 1.1 million is integrated into paper) and power generation of 2.5 TWh, adding up to annual turnover approximately of 1,400 million euros.

The Group has successfully pursued a strategy of innovation and development of its own brands, which today account for 60% of sales of manufactured products. Special mention should be made of the Navigator brand, the world's best-selling product in the premium office paper segment.

The Group's sales are made to more than 100 countries in five continents, with Europe and the United States as the two main destinations.

The Group manages woodlands occupying some 120 thousand hectares and is committed to improving and protecting Portugal's forests. Its sustainable management model has been certified under the internationally recognized FSC and PEFC schemes.



The Group is also a frontrunner in the energy sector and Portugal's leading producer of "green energy" from biomass, a renewable energy source.

[www.portucelsoporcel.com](http://www.portucelsoporcel.com)